

**The Perfect Way To Get  
A Perfect Enlargement**

*Quick as a Wink!*

**ANALITE**

**Darkroom Exposure Meter**



## HOW CAN ANYTHING SO SIMPLE BE SO EFFECTIVE?

Analite is NOT a simple device. It's a highly sophisticated electronic light sensor, employing solid-state circuitry of an unusually stable design. Its spot-scanner is a super-sensitive CdS cell that responds to the incredibly low light levels needed to produce the full range of tonal values in photographic printing.

*But*

... all the complexity is on the **inside** of the clean-lined, compact housing. All the simplicity is on the **outside** ... just an on/off switch and one knob to operate.

- Voltage-stabilized circuit is immune to line fluctuations
- Conditioned neon lamp doesn't flicker or dim. Winks on and off for definite Analite number settings
- CdS light sensor is super-sensitive to light.
- Analite chart gives Printing indices for every kind of photographic paper in widespread use, with room for others.

UL & CSA APPROVED

Only **\$24<sup>95</sup>**

at Durst  
Franchised Dealers  
everywhere

**ASK US TO SHOW YOU HOW EASILY ANALITE  
SAVES YOU TIME, PAPER, CHEMICALS AND MONEY  
... QUICK AS A WINK!**

**AVAILABLE FROM:**

That's ANALITE . . . the high precision, low cost CdS darkroom exposure meter that you calibrate just once . . . from then on it sets your enlarger for richly detailed, perfectly exposed enlargements, every time, with every kind of enlarging paper — B&W and color!

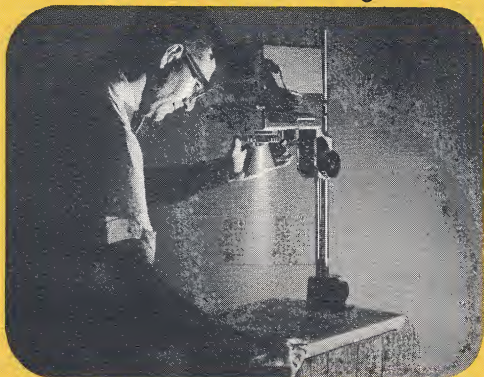
**MAKE PERFECT ENLARGEMENTS  
... SAVE TIME AND MONEY TOO!**

Do away with test-strips, guesswork, wasted paper, wasted time, wasted chemicals, wasted money. Analite gives you the same accurate exposure factors for picture printing that a fine exposure meter does for picture taking . . . and it does it quick as a wink!





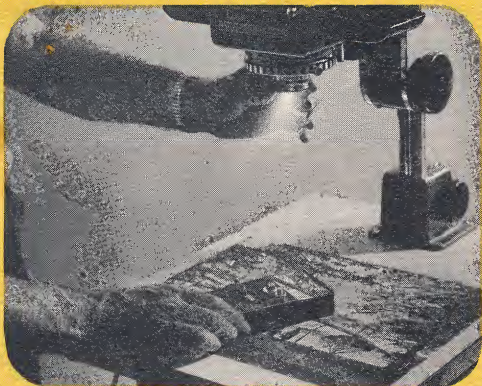
# HOW TO MAKE A PERFECT ENLARGEMENT *the first time...everytime!*



With any negative inserted and focused sharply, open the enlarger lens fully. Place Analite on the baseboard with the CdS electronic cell under an important highlight.



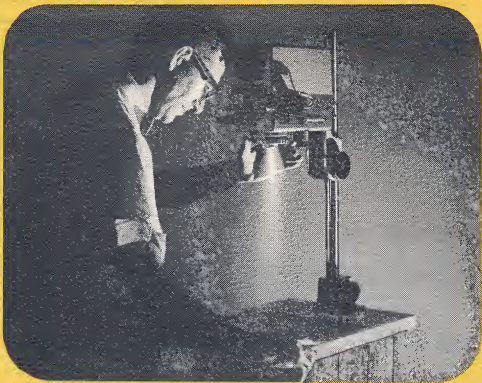
Set the number, for the paper you're using, in the Analite scale by turning the knob. (It's like setting an ASA rating in an exposure meter, only faster and easier!)



Close the lens aperture, on the enlarger, slowly until the indicator light just winks out. That's all! Your enlarger is now set to produce a beautiful, brilliant enlargement, regardless of negative density, magnification or the kind of paper you're using.

## HOW TO CALIBRATE ANALITE

Do this just **once**. From then on, the Analite chart gives you correct settings for all papers.



Using one of your negatives, make a perfect enlargement in your usual way. Don't alter enlarger settings. Record exposure time that produced the perfect print.





Leave the negative in the enlarger. Place Analite on the baseboard, allowing an important highlight area to fall on the CdS electronic cell. Turn the knob until the indicator light just **winks out**. Arrow now points to your Analite number.



Record the Analite number on the chart supplied. The chart also gives you index numbers for determining the correct setting for every kind of single or multi-contrast paper, an equally simple adjustment calibrates Analite for **COLOR!**

# Durst technical data sheet

SUBJECT

**Durst (USA) inc.** • 37-14 48th Avenue, Long Island City 1, New York • Tel: EX 2-4575

35ANA664

## ANALITE:

1. QUESTION: I plan to use my ANALITE where only 220 volts AC current is available. Do you have a special model for this purpose?

ANSWER: Yes, AT A SMALL ADDITIONAL COST. A MODEL OF THE ANALITE IS AVAILABLE WHICH WILL WORK WITH 200 to 240 VOLTS AC.

2. QUESTION: Can I use my ANALITE with enlarging paper which is not listed in the instruction book?

ANSWER: IT IS NECESSARY MERELY TO CALIBRATE THE ANALITE FOR YOUR PARTICULAR PAPER, MAKE A NOTE OF THE ANALITE NUMBER FOUND WITH THE EXPOSURE TIME USED AND PROCEED AS OUTLINED IN THE INSTRUCTIONS.

3. QUESTION: Why isn't the ANALITE meter calibrated at the factory so that I can eliminate the steps required to do my own calibration?

ANSWER: There are many variables which are important in producing good prints; enlarger output, type and temperature of developer, type of paper, and the personal tastes of the darkroom worker. "Calibrating" the ANALITE takes these factors into account to consistently produce good prints to your standards under your particular conditions.

4. QUESTION: How sensitive is the ANALITE meter?

ANSWER: THE SEALED CADMIUM SULFIDE IN THE ANALITE IS SENSITIVE TO .001 FOOT CANDLES WHICH IS ABOUT THE BRIGHTNESS OF THE LIGHTED END OF A CIGARETTE.

5. QUESTION: I would like to use my ANALITE with a cold light source, is this possible?

ANSWER: THE ANALITE METER IS SENSITIVE TO LIGHT OF THE ENTIRE VISIBLE SPECTRUM (4000A - 8000A) IT WILL WORK AS WELL WITH COLD LIGHT AS IT DOES WITH INCANDESCENT LIGHT SOURCES.

over...



6. QUESTION: I have been using my ANALITE meter for black and white prints and find it extremely satisfactory. I would also like to use it in making color prints. Is this possible?

ANSWER: SINCE THE ANALITE METER IS NOT A COLOR DENSITOMETER, IT CANNOT BE USED FOR COLOR BALANCING, BUT IT WILL DETERMINE THE EXPOSURE FOR COLOR NEGATIVES JUST AS IT DOES FOR BLACK AND WHITE. THE CADMIUM SULFIDE PHOTO-CELL IS SENSITIVE TO THE ENTIRE VISIBLE LIGHT SPECTRUM.

7. QUESTION: I would like to use my ANALITE meter in the FR COLOR PROCESS. How should I proceed?

ANSWER: WITH THE WHITE LIGHT METHOD (FILTER-PAK) THE ANALITE MAY BE USED TO DETERMINE EXPOSURE JUST AS IT DOES FOR BLACK AND WHITE PRINTS. IT IS NOT PRACTICAL TO USE THE ANALITE FOR THE THREE EXPOSURE SYSTEM.

8. QUESTION: I am having excellent results with my ANALITE enlarging meter but find that the indicator light will still go on in complete darkness. Is this normal?

ANSWER: THE ZERO READING ON THE ANALITE DOES NOT NECESSARILY CORRESPOND TO COMPLETE DARKNESS. THE NUMBERS ON THE ANALITE DIAL ARE FOR REFERENCE ONLY, TO ENABLE YOU TO RECORD AND RETURN TO SETTINGS WHICH GAVE YOU SATISFACTORY RESULTS.

9. QUESTION: Will voltage changes caused by turning the T.V. set, washer, etc...on or off affect the ANALITE readings?

ANSWER: BECAUSE OF THE BUILT-IN VOLTAGE STABILIZER, YOUR ANALITE METER WILL GIVE CONSISTENT RESULTS DESPITE NORMAL LINE VOLTAGE FLUCTUATIONS.

10. QUESTION: My old enlarging meter instructions said that a ground connection to a water pipe must be used. Is this also true of the ANALITE?

ANSWER: BODY CAPACITY WILL NOT AFFECT YOUR ANALITE READINGS. NO GROUND OR GROUND WIRE IS REQUIRED.

11. QUESTION: I notice other meters "read" a large area while the ANALITE has only a small aperture to receive light. Is this desirable?

ANSWER: SINCE MOST PHOTOGRAPHS CONSIST OF A MAIN SUBJECT PLUS BACKGROUND, IT IS IMPORTANT TO READ THAT PORTION OF THE IMAGE WHICH MUST BE ACCURATELY EXPOSED. THE FACT THAT ANALITE READS A SPOT RATHER THAN A LARGE AREA MEANS THAT YOU CAN SELECT THIS SPECIFIC AREA. THIS FEATURE IS NOT ONLY DESIRABLE BUT NECESSARY FOR MANY APPLICATIONS.



# Durst

Durst (USA) Inc., Phototechnical Equipment • 37-14 48th Avenue, Long Island City, New York 11101

Telephone: EXeter 2-4575 • Cable NYDURST

Here's the information you requested...

on the amazingly new ANALITE Electronic Enlarger Computer and Negative Analyzer..as important to picture printing as the exposure meter is to picture taking.

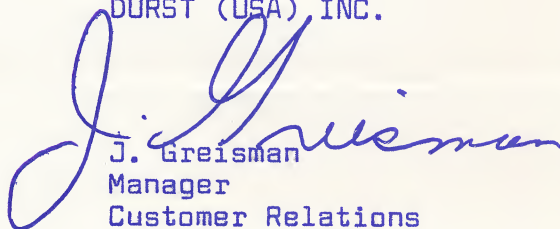
With experience, you will readily find that the time and materials saved in attaining a perfect enlargement EVERYTIME without requiring test strips, guessing or fumbling will more than make up for its reasonable cost of \$24.95.

The enclosed folder contains all the excellent features and specifications on the ANALITE Enlarging Meter. However, we are sure your local photo dealer will be more than happy to give you an actual demonstration. A Listing of the DURST FRANCHISED DEALERS in your area is enclosed for your guidance.

Should there be any other way in which we can be of service, we are as close to you as your telephone or mailbox.

Sincerely yours,

DURST (USA) INC.

  
J. Greisman  
Manager  
Customer Relations

JG:bb  
Enc.

44ANA964

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<u>Groton</u> Groton Cmra	<u>Kennebunk</u> Bowdoin Drug	<u>Dorchester</u> Alba Photo	<u>Northampton</u> Tripod Cmra Shp	<u>Dover</u> Rivers Cmra
<u>Hartford</u> Fox, G & Co. Merril's Cmra Roziusky's Cmra Zacher's	<u>Portland</u> Bicknell Photo	<u>Fall River</u> Modern Photo	<u>Norwood</u> Irving's Cmra	<u>Hanover</u> Camra Shp
<u>Middletown</u> Midtown Photo	<u>MASSACHUSETTS</u> <u>Amesbury</u> Goodwin's Photo	<u>Falmouth</u> Ortin's Photo	<u>Oak Bluffs</u> Sarin's Cmra	<u>Keene</u> Treasure Photo
<u>Milford</u> Milford-Audio Milford Cmra Shp	<u>Andover</u> Look Photo	<u>Frammingham</u> Fitts Photo	<u>Pittsfield</u> Movie Mart	<u>Laconia</u> Aldrich Cmra
<u>New Haven</u> Davenport Photo Fairhaven Cmra Senior Cmra Shp Temple Cmra	<u>Attleboro</u> Cmra Shp	<u>Greenfield</u> Forbes Cmra	<u>Quincy</u> Claus Gelotte	<u>Manchester</u> Durette Photo Woodman's Cmra
<u>Newington</u> Harvard Photo	<u>Beverly</u> Cornix Rubber	<u>Haverhill</u> Community Cmra A. W. Hunkins	<u>Revere</u> Arcade Bazaar	<u>Nashua</u> Fotomart
<u>New London</u> New London Cmra	<u>Boston</u> Adams Cmra Ex Bourne's Bromfield Cmra Cmra Cntr Claus Gelotte Copley Cmra Shp Federal Photo J M Fields Gen'rl Photo Gerber Photo Hawes Photo Shp Jackson Photo Jordan Marsh Kimball Cmra Pk Sq Bldg Cmra Quality Cmra Radio Shack	<u>Hingham</u> Hingham Cmra	<u>Salem</u> Cmracraft Shp Essex Cmra Shp	<u>Portsmouth</u> Eagle Photo
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<u>Storrs</u> Storrs Cmra			<u>Waltham</u> Waltham Cmra	<u>Auburn</u> Seal's Cmra
			<u>Webster</u> Webster Music	<u>Batavia</u> Cmra Shp



<u>Bethpage</u> S & R Elec	<u>Franklin Square</u> B R Cmra & Card	<u>New Hartford</u> Hahn's Cmra	<u>Oneonta</u> Bracketts Bk Str	<u>Watertown</u> Robinsons YMCA Severance Photo
<u>Binghamton</u> Stickley & Siver Tuthill's Photo	<u>Garden City</u> Neptune Photo	<u>New Hyde Park</u> National Photo	<u>Patchogue</u> Michaels Cmra	<u>Westbury</u> Fortunoffs
<u>Bronx</u> Park Cmra Ex Sterling Howard Tremont Cmra	<u>Glen Cove</u> CoveStudio&Cmra	<u>New Rochelle</u> Camera Craft	<u>Pearl River</u> Bouton Photo	<u>West Hempstead</u> Combine Cmra
<u>Brooklyn</u> Abraham & Straus Acme Photo Cntr Amvet Cmra Arscott Photo Bedford Cmra Beverly Photo Boro Hall Cmra Fotomart L & S Photo Mayfair Photo Potters Ave U Prospect Photo Raleigh Cmra Ro-Lee Photo Rothmans Photo Serval Photo Smithy's Photo S. Steinhaver Utica Cmra Ex Valenti's Cmra	<u>Glens Falls</u> J & S Sptg Gds Ray Supply	<u>New York City</u> Advance Cmra Aljan Alliance Photo Arista Arkin Photo Brown, A & Bros Camera Barn Camera Cade Cameraland Central Photo City Cmra Ex Dumont Cmra Eastman Kodak Strs Fotoshop Gillette Cmra Haber & Fink Heins & Bolet Hyman Photo Jaydee Cmra Ex Liberty Cmra Marvin's Cmra Medo Photo Meta Metro Photo Minifilm Modern Photo N Y Cmra Ex N Y Inst/Photo N Y Sls & Svc Olden Cmra Peerless Photo School Radio Clinic Sanders Cmra Snap Cmra Star Cmra Tower Cmra Unicam United Cmra Wall Str Cmra Warnman Photo Willoughby's	<u>Peekskill</u> Scott Cmra	<u>White Plains</u> Camera Cntr of W P Camera Cnr Camera Shp Colortone Cmra
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	<u>Hamburg</u> Kaufman Photo		<u>Queens Village</u> Village Cmra	<u>Yonkers</u> Sam's Cmra
	<u>Hempstead</u> Eastern Cmra Foto-Produx		<u>Richmond Hill</u> Joel Photo Lipschutz	
	<u>Herkimer</u> Herkimer Cmra Shp		<u>Rochester</u> Hahn Photo Le Beau Photo Main Cmra Cntr Movie Town Film P Casick Cmra	<u>RHODE ISLAND</u> <u>E. Greenwich</u> Wood Jewelers
	<u>Huntington</u> Cent Photo Hart Cmra		<u>Rockville Centre</u> Rockville Cmra	<u>Middletown</u> Bellevue Cmra
	<u>Jamaica</u> Gertz Rainbow Cmra		<u>Rome</u> Dorko Foto Craft	<u>Pawtucket</u> Apex Inc J E Brennan People's
<u>Buffalo</u> Casper Photo Delaware Cmra Eastman Kodak Strs Plaza Cmra United Proj&Film	<u>Johnstown</u> Tommy's Photo		<u>Schenectady</u> Berns Cmra Reales Gift Shp Upstate Photo	<u>Providence</u> Adler's Metropolitan United Cmra
<u>Cedarhurst</u> Marvins Mart	<u>Kenmore</u> J G Photo		<u>Staten Island</u> Wallich's Cmra	<u>Westerly</u> Ross Cmra
<u>Corona</u> Shavers Photo	<u>Kingston</u> Artcraft Cmra		<u>Suffern</u> Jay Law Drug	
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